



## **Tigo's Blackberry Aids Ad Industry Heads**

Tigo (Pvt.) Limited has strengthened its links with the Accredited Advertising Agencies Association (The 4 A's) to provide and enhance corporate solutions within the business sector. Eight heads of advertising and media companies who presently serve on the 4 A's board of directors were presented with Tigo's Blackberry units and currently enjoy the Blackberry services offered by Tigo. By providing these services to directors of the media sector, Tigo hopes to engage relevant companies with its unique corporate solutions.

The top corporate heads include Laila Gunasekera (COO, Grants), Alyna Omar (GM, Response Marketing), Rohan Rajaratnam (MD/CEO, Words Advertising), Chalaka Galabahu (COO, Lowe Lintas), Dharshi Thambiah (Director Finance, Masters DDB), Alann Lopez (CEO, 5th Elephant), Keith Wijesuriya (MD/CEO, BBDO Swara), and Sanith Desilva Wijeyerathne (Head of Strategic Planning, Words Advertising). The 4 A's, founded to promote good advertising practices and better inform the public on the availability of services, also develops the interest of ad agencies with their clients. The Association deals with industry-related issues and makes recommendations to its members, and also negotiates for better practices with other industries and industry bodies having direct or indirect relationships with the field of advertising.

These dynamic individuals working within an ever evolving and demanding industry will now have Tigo's Blackberry services by their side, easing them in fulfilling their challenging communication needs. Tigo CEO, Dumindra Ratnayaka said "This is a step towards introducing the efficiency, competency and compatibility of Tigo's Blackberry services in a fast moving corporate environment."

